

## Message Text

UNCLASSIFIED

PAGE 01 JIDDA 06340 131301Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----074824 131721Z /40

R 131053Z SEP 77  
FM AMEMBASSY JIDDA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 9594  
AMCONSUL DHAHRAN  
USLO RIYADH

UNCLAS JIDDA 6340

E.O. 11652: N/A  
TAGS: BEXP, SA  
SUBJ: TRADE MISSIONS

1. BASED ON BEST INFORMATION AVAILABLE TO EMBASSY, FOLLOWING IS SCHEDULE OF PLANNED TRADE MISSIONS INVOLVING VISITS TO SAUDI ARABIA. IF POST IS TO SUPPORT TRADE MISSION VISITS TO MAXIMUM EXTENT POSSIBLE, CARE WILL HAVE TO BE EXERCISED TO AVOID CROWDING. IDEALLY, POST WOULD PREFER NOT MORE THAN ONE TRADE MISSION PER MONTH, WITH AN ABSOLUTE GAP OF NOT LESS THAN TWENTY DAYS SEPARATING EVENTS.

2. SCHEDULED TRADE MISSIONS:

OCTOBER 1977:

INDUSTRIAL PROCESS CONTROLS TM

JANUARY 1978:

A. ELECTRICAL ENERGY SPECIALIZED TM

B. FURNITURE EXHIBITION (TENTATIVE, DHAHRAN ONLY)

C. SOLAR ENERGY CONFERENCE AND EXHIBITION (TENTATIVE, JIDDA)

FEBRUARY 1978:

A. PENNSYLVANIA STATE IOGA TM

B. MATERIALS HANDLING EQUIPMENT TM (GULF STATES AND DHAHRAN)

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MARCH 1978:

A. SOUTH CAROLINA STATE TRADE AND FINANCIAL IOGA (MARCH 12-16)

B. FOURTH SAUDI INTERNATIONAL TRADE & INDUSTRY FAIR (MARCH 15-29). U.S. INPUTS LIMITED TO U.S.

EXHIBITORS WHO GENERALLY REQUIRE CONSIDERABLE MARKETING ASSISTANCE. FAIR CONSUMES HOST COUNTRY

TIME AND RESOURCES.

APRIL 1978:

A. FURNITURE EXHIBITION (ALTERNATIVE DATE FOR DHAHRAN ONLY)

B. BUILDING AND CONSTRUCTION EQUIPMENT TM (EMBASSY WOULD APPRECIATE REPLY TO JIDDA 3543)

C. U.S. DEPT. OF AGRICULTURE FOODSTUFFS MISSION AND IN-STORE PROMOTION. (TENTATIVE SEE STATE 178505).

MAY 1978:

HEALTH CARE EQUIPMENT TM

JUNE 1978:

HOME APPLIANCES SPECIALIZED TM

3. IN ADDITION ASSUMING EMBASSY SCHEDULE IS CORRECT, POOST HAS LEARNED THAT USDOC CONTEMPLATING HEALTH CARE EQUIPMENT TM DURING FIRST QUARTER 1979.

4. EMBASSY JIDDA HAS FOLLOWING OBSERVATIONS WHICH ARE OFFERED FOR CONSIDERATION:

A. WE RECOMMEND THAT USDA FOODSTUFFS MISSION, WHICH WE ENDORSE FOR JIDDA, BE HLED DURING MAY RATHER THEN APRIL AS NOW TENTATIVELY PLANNED.

B. HEALTH CARE EQUIPMENT TM WOULD BE HIGHLY PROPITIOUS FOR SAUDI ARABIA S FOLLOW-UP TO RECENTLY SUCCESSFUL OFFICIAL VISIT OF HEALTH MINISTER TO U.S. FOWEVER, FAVORABLE IMPRESSIONS FROM VISIT MAY UNCLASSIFIED

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RECEDE IN MEMORIES OF SAG OFFICIALS IF EVENT NOT SCHEDULED EARLIER THAN 1979. FURTHER, MINISTRY IS PUSHING AHEAD WITH HOSPITAL CONSTRUCTION AND OTHER ASPECTS OF PUBLIC HEALTH UNDER DEVELOPMENT PLAN. WE URGE THAT THIS EVENT, IF UNDER ACTIVE CONSIDERATION, BE ADVANCED TO MAY 1978 AS SHOWN ABOVE.

5. EMBASSY HAS ALSO BEEN ADVISED (BRUSSELS 11349 NOTAL) OF PROBABLE MISSISSIPPI STATE TRADE MISSION TO BE LEAD BY STATE GOVERNOR. WE HAVE NO OTHER INFO CONCERNING THIS PROPOSAL BUT POINT OUT THAT ABOVE SCHEDULE OF EVENTS WOULD RULE OUT ACCEPTING ANOTHER EVENT DURING FIRST HALF 1978. WILEY

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NNN



## Message Attributes

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Margaret P. Grafeld  
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US Department of State  
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22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009